

What is claimed is:

1. A writing instrument comprising:
 - a. a writing instrument body;
 - b. a light source electrically connected with a power supply and a switch;
 - c. an ink reservoir in proximity to said light source, said ink reservoir containing ink and in fluid communication with a pen tip;
 - d. wherein said light source illuminates the ink within said ink reservoir when current flows through said light source.
2. A writing instrument as in Claim 1 wherein the wall of said ink reservoir is at least partially transparent.
3. A writing instrument as in Claim 1 wherein the wall of said ink reservoir is at least partially translucent.
4. A writing instrument as in Claim 1 wherein the pen tip is a highlighter marker type of pen tip.
5. A writing instrument as in Claim 1 wherein the light source is an LED.
6. A writing instrument as in Claim 1 wherein the light source is a light bulb.
7. A writing instrument as in Claim 1 further comprising advertising upon the writing instrument body.
8. A writing instrument comprising:
 - a. a writing instrument body;
 - b. a light source electrically connected with a power supply and a switch;

- c. an ink reservoir, said ink reservoir containing ink and in fluid communication with a pen tip; and;
 - d. a light conducting member, in luminescent communication with the light source and protruding downwardly into the ink reservoir;
 - e. wherein said light conducting member is capable of illuminating the ink in said ink reservoir.
9. A writing instrument as in Claim 8 wherein:
- a. said light source, power supply, and switch are housed in an upper section;
 - b. said ink reservoir and light conducting member are housed in a lower section; and;
 - c. said upper section is capable of being connected together with said lower section.
10. A writing instrument as in Claim 8 wherein said ink reservoir is at least partially transparent.
11. A writing instrument as in Claim 8 wherein said ink reservoir is at least partially translucent.
12. A writing instrument as in Claim 8 wherein when said light conducting member is connected in proximity to said light source, light from said light source is directed generally into the central vertical axis of said ink reservoir.
13. A writing instrument as in Claim 8 wherein said ink has fluorescent properties.
14. A writing instrument as in Claim 8 wherein said light source emits ultraviolet "black" light when switched on.
15. A writing instrument as in Claim 8 wherein the pen tip is a highlighter marker type tip.

16. A writing instrument as in Claim 8 wherein the light source is an LED.
17. A writing instrument as in Claim 8 further including advertising indicia on the body of said writing instrument.
18. A method of advertising comprising:
 - a. constructing a writing instrument including an ink reservoir that transmits light;
 - b. illuminating the ink within said ink reservoir by a powered illumination source that is directed into the ink reservoir;
 - c. placing advertising indicia upon the writing instrument body; and;
 - d. providing the writing instrument to any person interested in drawing attention to the advertising message.
 - e. providing the writing instrument to an other entity.
19. The method of advertising as in Claim 18 wherein the person is a consumer.
20. The method of advertising as in Claim 18 wherein the person is a business.
21. A method of advertising comprising:
 - a. providing to any person a writing instrument with the capability of illuminating ink in an ink reservoir, said writing instrument including:
 1. a writing instrument body;
 2. a light source electrically connected with a power supply and a switch;
 3. an ink reservoir, said ink reservoir containing ink and in fluid communication with a pen tip; and;
 4. a light conducting member, in luminescent communication with the light source and protruding downwardly into the ink reservoir wherein said light conducting member is capable of illuminating the ink in said ink reservoir; and;

5. advertising indicia upon the writing instrument body.
22. The method of advertising as in Claim 21 wherein the person is a consumer.
23. The method of advertising as in Claim 21 wherein the person is a business.